



World
Refining
Association

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EVENTS

BEACH ROTANA HOTEL, ABU DHABI, UAE **12-15 OCTOBER 2009**



PETCHEM ARABIA

4TH ANNUAL MEETING



Key panel members

Mohamed Al Azdi, Chairman, Development Committee, **ABU DHABI NATIONAL CHEMICALS COMPANY (CHEMAWEYAAT)**

H.E. Mohammad Abu Hammour, Chairman, **ARAB POTASH COMPANY**

Dr Mohammed Yousef Al Mulla, Board Member and General Manager, **QATAR PETROCHEMICAL COMPANY (QAPCO)**

Abdulaziz Alhajri, Chief Executive Officer, **ABU DHABI POLYMERS COMPANY (BOROUGE)**

Yousef Al Ateeqi, Deputy Managing Director, Olefins, **PETROCHEMICAL INDUSTRIES COMPANY (PIC)**

Salem Shaheen, Chief Executive Officer, **SAUDI ARAMCO TOTAL REFINING AND PETROCHEMICAL COMPANY (SATORP)**

Mehdi Adib, Vice President, **SAUDI INTERNATIONAL PETROCHEMICAL COMPANY (SIPCHEM)**

Gustaf Akermark, Vice President, **ABU DHABI POLYMERS PARK (ADPP)**

- Gain first hand insight into the mega projects impacting the Gulf petrochemicals sector from the key stakeholders involved, enabling you to assess and refine your strategy moving forward.
- Discover new markets to enter and strategies to maximise your existing assets, allowing you to competitively position yourself for the next upturn.
- Engage in topical roundtable discussions with industry experts to identify practical solutions to project finance and knowledge transfer challenges.
- Attend a unique site visit to Borouge in Ruwais and witness the foundations being laid for one of the largest petrochemical plants in the world.

Pre Conference: Refinery and Petrochemical Integration Workshop

Post Conference: Gulf Petrochemicals HSE Symposium and Borouge Site Visit

www.wraconferences.com/peta09

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PETCHEM ARABIA

WELCOME

Dear Colleague,

On behalf of the World Refining Association, it gives me great pleasure to welcome you to our 4th Annual Petchem Arabia Event.

While 2009 has proven to be a difficult year for the global petrochemicals industry, it has also provided a number of opportunities for Gulf producers to competitively position themselves for the next upturn in the market.

With a strong business case for downstream integration and expansion projects currently in progress, now is the perfect time to meet with other executives representing various parts of the value chain to gain the competitive insight and new contacts necessary to drive your business forward.

High on the 2009 agenda is downstream integration, project finance options and asset management and technology optimisation. Complementing this timely and topical meeting is the site visit to Borouge's facilities in Ruwais, our Refinery and Petrochemical Integration Workshop and dedicated Gulf Petrochemicals HSE Symposium.

We look forward to welcoming you to Petchem Arabia and hope that you have a wonderful stay in the vibrant city of Abu Dhabi.

Dominica Andrews
Conference Manager, Middle East Operations
World Refining Association

ABOUT THE WRA

Since 1997, The World Refining Association has achieved worldwide recognition for the organisation of high level, strategic and technical conferences within the downstream refining and petrochemical sectors. Our industry events are renowned as market leaders in their fields.

Due to our strong and long standing relationships with governments and all of the major oil and gas producers worldwide, we ensure our conferences consistently tap into the key issues affecting the industry and we bring together the principle influencers to share their thoughts, ideas and vision with you, our audience.

Our annual events take place across the globe in Europe, CIS, Russia, Middle East and Asia. They take centre stage in the oil and gas calendar together with our awards which are increasingly becoming a sought after commodity to highlight best practice excellence within the industry.



WHO SHOULD ATTEND?

Refinery and Petrochemical Integration Workshop: 12 October

- Senior decision makers and executives from petrochemical operating companies and refineries
- Senior decision makers and executives from NOCs and IOCs
- Plant and project leaders from petrochemicals companies and refineries
- Executives and experts from solution providers
- Senior executives from financial and investment companies

Petchem Arabia Conference: 13-14 October

- Senior decision makers and executives from petrochemical operating companies
- Senior decision makers and executives from NOCs and IOCs
- Plant and project leaders from petrochemical operating companies
- Senior decision makers and executives from downstream and chemical companies
- Executives and experts from solution providers
- Senior executives from financial and investment companies

Gulf Petrochemicals HSE Symposium: 15 October

- Senior decision makers and executives from petrochemical producers
- HSE Managers
- Executives and HSE experts from solution providers

INAUGURAL ADVISORY BOARD MEMBERS



Roy Vike Vardheim
Chief Operating Officer
ABU DHABI POLYMERS COMPANY (BOROUGE)



Heinz Zimmermann
Vice President, Business Development
LINDE ENGINEERING



Philip Leighton
Senior Director, Studies and Industrial Research
ABU DHABI NATIONAL CHEMICALS COMPANY (CHEMAWEYAAT)



Yousef Al Ateeqi
Deputy Managing Director, Olefins
PETROCHEMICAL INDUSTRIES COMPANY (PIC)



Mag Fouad
Vice President, Process Technology
FLUOR

PETCHEM ARABIA AGENDA AT A GLANCE

REFINERY AND PETROCHEMICAL INTEGRATION WORKSHOP	PETCHEM ARABIA CONFERENCE		GULF PETROCHEMICALS HSE SYMPOSIUM
MONDAY 12 OCTOBER 2009	TUESDAY 13 OCTOBER 2009 DAY ONE	WEDNESDAY 14 OCTOBER 2009 DAY TWO	THURSDAY 15 OCTOBER
<p>08:00 Registration and coffee</p> <p>09:00 Opening address and business card exchange</p> <hr/> <p>09:20 Potential of integrated facilities: Improving efficiency, minimising costs and delivering a wider product portfolio</p> <hr/> <p>10:20 Coffee break</p> <hr/> <p>10:50 Case studies: Combining assets to achieve a competitive advantage</p> <hr/> <p>12:20 Lunch</p> <hr/> <p>13:50 Case studies: Financial, technical and logistical considerations to ensure successful project implementation</p> <hr/> <p>14:50 Coffee break</p> <hr/> <p>15:20 Panel discussion: Assessing the shift to liquid feedstock and its impact on the competitiveness and complexity of petrochemical production</p> <hr/> <p>16:20 Closing remarks and end of workshop</p> <p>19:00 Pre-conference registration and welcome reception</p>	<p>08:00 Registration and coffee</p> <p>09:00 Opening address and business card exchange</p> <hr/> <p>09:15 Keynote address</p> <hr/> <p>09:35 Market forecast: Middle East petrochemicals outlook for 2010 – 2030</p> <hr/> <p>10:30 Coffee break</p> <hr/> <p>11:00 Mega projects: Market positioning for the next upturn</p> <hr/> <p>12:30 Lunch</p> <hr/> <p>14:00 Project finance: How the landscape has changed and its impact on petrochemicals producers</p> <hr/> <p>15:30 Coffee break</p> <hr/> <p>16:00 Future outlook panel discussion: Is the current model sustainable?</p> <hr/> <p>17:00 Close of day one and social networking reception</p>	<p>08:00 Registration and coffee</p> <p>09:00 Opening and business card exchange</p> <hr/> <p>09:15 Feedstocks: Availability and alternative options</p> <hr/> <p>10:30 Coffee break</p> <hr/> <p>11:00 Downstream integration: Is this the future of the Middle East petrochemicals sector?</p> <hr/> <p>12:30 Lunch</p> <hr/> <p>14:00 Asset management and technology optimisation: Sustaining profitable operations through the downturn and beyond</p> <hr/> <p>15:30 Coffee break</p> <hr/> <p>16:00 Roundtable discussions: Overcoming project finance and knowledge transfer challenges</p> <hr/> <p>17:30 Closing remarks and end of conference</p>	<p>08:00 Registration and coffee</p> <p>09:00 Opening and business card exchange</p> <hr/> <p>09:20 Commercial implications: Driving sustainable development in the Gulf petrochemicals sector</p> <hr/> <p>10:20 Coffee break</p> <hr/> <p>10:50 Organisational challenges: Practical implementation of Behavioural Based Safety (BBS)</p> <hr/> <p>12:20 Lunch</p> <hr/> <p>13:50 Case studies: Regional best practices and practical implementation strategies</p> <hr/> <p>14:50 Coffee break</p> <hr/> <p>15:20 Panel session: Overcoming the barriers to reaching zero incidents</p> <hr/> <p>16:20 HSE Leadership Award Ceremony</p> <hr/> <p>16:45 Closing remarks and end of symposium</p>

BOROUGE SITE VISIT: THURSDAY 15 OCTOBER 2009

As part of Petchem Arabia, the WRA is delighted to announce the opportunity for a limited number of attendees to visit Borouge's polyolefins complex in Ruwais.

Borouge is a leading provider of innovative, value creating plastics solutions established in 1998 as a joint venture between the Abu Dhabi National Oil Company (ADNOC), one of the world's major oil companies, and Borealis, a leading provider of chemical and innovative plastics solutions.

Currently Borouge is investing in a multi-billion dollar world-scale expansion in Abu Dhabi. Entitled Borouge 2, it is due to commence production in mid-2010 and will triple the existing production capacity to two million tonnes per annum, including for the first time the capability to produce polypropylene. The project is approximately 75% completed.

A further expansion, Borouge 3, will add approximately 2.5 million tonnes per year of capacity by the end of 2013 and will include low density polyethylene for the wire and cable markets.

This is a unique opportunity for you to visit Borouge in Ruwais and see the foundations being laid for one of the largest petrochemical plants in the world.

AGENDA



07:30 Depart Abu Dhabi for Ruwais
09:30 Arrive at Ruwais for a visit of Borouge's polyolefins complex
10:00 Introduction and presentation by the Chief Operating Officer of the current facilities and planned expansion
11:00 Question and answer discussions
11:30 Tour of the facilities
13:00 Lunch
15:00 Depart Ruwais for return journey to Abu Dhabi
Please note spaces are strictly limited and allocated on a first come first served basis and only available to registered delegates of the conference and integration workshop. Please confirm your participation early to avoid disappointment! Attendance is subject to the completion of successful security clearance procedures.



**REFINERY AND PETROCHEMICAL INTEGRATION WORKSHOP
MONDAY 12 OCTOBER 2009**

COST OPTIMISATION AND NEW PRODUCT LINE STRATEGIES

This interactive workshop will combine the experiences of industry leaders to provide you with insight into how to move forward with your integration project, overcome the organisational, technical and logistical challenges and capitalise on the opportunity to generate new sources of revenue.

08:00 Registration and coffee

09:00 Opening and business card exchange



09:20 Potential of integrated facilities: Improving efficiency, minimising costs and delivering a wider product portfolio

- Changing requirements of demand and product specification – commercial opportunities and implications for refineries, petrochemical producers and intermediaries.
- Achieving feedstock and product flexibility, economies of scale, energy savings and greater control over and optimisation of existing operations.

Dr Philip Leighton, Senior Director, Studies and Industrial Research, **ABU DHABI NATIONAL CHEMICALS COMPANY (CHEMAWEYAAT)**

10:20 Coffee break

10:50 Case studies: Combining assets to achieve a competitive advantage

- Inside the \$10b development of the integrated full-conversion refinery at Jubail – synergies between Saudi Aramco and Total and economics of how they work together.
- Examining refining and petrochemicals process links and synergies: impact on cost optimisation and product portfolio. Reliance Industries case study.

Salem Shaheen, Chief Executive Officer, **SAUDI ARAMCO TOTAL REFINING AND PETROCHEMICAL COMPANY (SATORP)**

Daniel Lacombe, Jubail Refinery Project Director, **TOTAL REFINING**

Maurice Bannayan, Senior Vice President, **RELIANCE INDUSTRIES LIMITED**

12:20 Lunch

13:50 Case studies: Financial, technical and logistical considerations to ensure successful project implementation

- The PetroRabigh story: transition planning and execution experiences of the largest integrated refinery and petrochemical production facility ever built at one time. Operational, technical and organisational challenges faced during implementation of the \$10b project.
- Advanced planning, scheduling and supply chain management solutions for integrated refining and petrochemical complexes.

Abdullah Al Qahtani, Maintenance Manager, **PETORABIGH**

Mansour Belhadji, Advanced Process Solutions Manager, **HONEYWELL PROCESS SOLUTIONS**

14:50 Coffee break



15:20 Panel discussion: Assessing the shift to liquid feedstock and its impact on the competitiveness and complexity of petrochemical production

This interactive discussion will address the business case for shifting to liquid feedstock. We will assess the product flexibility options and competitiveness of moving towards complex integration projects for producers in the Gulf compared with other regions of the world.

Dr Philip Leighton, Senior Director, Studies and Industrial Research, **ABU DHABI NATIONAL CHEMICALS COMPANY (CHEMAWEYAAT)**

Daniel Lacombe, Jubail Refinery Project Director, **TOTAL REFINING**

Abdullah Al Qahtani, Maintenance Manager, **PETORABIGH**

16:20 Closing remarks and end of workshop

19:00 Pre-conference registration and welcome reception

**DAY ONE: PETCHEM ARABIA CONFERENCE
TUESDAY 13 OCTOBER 2009**

08:00 Registration and coffee

09:00 Opening welcome address and business card exchange

09:15 Keynote address: Developing the world's largest integrated chemical complex in ChemaWEyaat Industrial City

Mohamed Al Azdi, Chairman, Development Committee, **ABU DHABI NATIONAL CHEMICALS COMPANY (CHEMAWEYAAT)**

09:35 Market forecast: Middle East petrochemicals outlook for 2010 – 2030

Chairman: Dr Mohammed Yousef Al Mulla, Board Member and General Manager, **QATAR PETROCHEMICAL COMPANY (QAPCO)**

- Addressing the market saturation issue and decreasing demand for petrochemicals: When this will turn around and where the most lucrative markets are for future growth.
- Assessing the current environment in China and its impact on Gulf producers. How the landscape will change over the next four years.
- Current and future outlook on Saudi Arabia and its impact on the global petrochemicals sector.
- Industry outlook from a global player's perspective on the situation and opportunities of Middle East petrochemicals players.

Anand Rangachary, Managing Director, South Asia and Middle East, **FROST AND SULLIVAN**

Syed Rashid Husain, Vice President, **AL AZZAZ**

Mitchell Killeen, Vice President, Middle East and North Africa, **LYONDELLBASELL**

15:30 Coffee break sponsored by :



11:00 Mega projects: Market positioning for the next upturn

- Capitalising on growth in the Middle East and Asian polyolefin markets: Borouge expansion project to increase its polyolefin capacity by 2013.
- Abu Dhabi Polymers Park case study: Building the first and largest specialised industry park in the Gulf.
- Introduction to the Two Energy Cities Master Plan at Al Brega and Ras Lanuf: Development plan for comprehensive refining, petrochemical, infrastructure and urban developments lead by the Economic and Social Development Fund of Libya.

Abdulaziz Alhajri, Chief Executive Officer, **ABU DHABI POLYMERS COMPANY (BOROUGE)**

Gustaf Akermark, Vice President, **ABU DHABI POLYMERS PARK (ADPP)**

Anwar Sassi, Project Director, **ECONOMIC AND SOCIAL DEVELOPMENT FUND (ESDF)**

Amir Nemr, Director of Technology, **FLUOR**

12:30 Lunch

**DAY TWO: PETCHEM ARABIA CONFERENCE
WEDNESDAY 14 OCTOBER 2009**

14:00 Project finance: How the landscape has changed and its impact on petrochemical producers

- A Gulf producer's perspective on the deterioration in the global financial market and its impact on petrochemicals producers. Assessing alternative options to capitalise on expansion opportunities.
- Restoring confidence in the project finance sector. What the market will look like in the next 3-4 years.
- The future of the petrochemicals sector from a regional investment perspective: rethinking the business model and assessing the regional opportunity, public/private partnerships, role of GCC governments and role of the entrepreneur.
- How to make petrochemical projects happen: project finance and driving long-term product uptake.

Suliman Al Khliwi, Project Manager, **NATIONAL INDUSTRIALIZATION COMPANY (TASNEE)**

Darren Davis, Managing Director and Head of Resources and Energy Group, MENA, **HSBC BANK MIDDLE EAST LIMITED**

Alan Yeap, Head, Polymers Section, **CJP INTERNATIONAL PTE LTD**

Serge Verma, President, **VINMAR PROJECTS LTD**

15:30 Coffee break sponsored by :



16:00 Future outlook panel discussion: Is the current model sustainable?

This timely and interactive panel discussion will assess the business case for moving and/or developing additional production facilities in international markets, such as India and China to capitalise on the close proximity to the market and minimise transport costs. We will assess the pros and cons of continuing to export from the Gulf region and how this business model will evolve in the future.

Khalid Alagil, Director, Joint Ventures, **SAUDI ARAMCO**

Alan Yeap, Head, Polymers Section, **CJP INTERNATIONAL PTE LTD**

Laurence Jones, Vice President, Corporate Support, **ABU DHABI POLYMERS COMPANY (BOROUGE)**

17:00 Close of day one and social networking reception



08:00 Registration and coffee
09:00 Opening welcome address and business card exchange

09:15 Feedstocks: Availability and alternative options

- Addressing the decline in ethane availability and the implications on producers' needs to source alternative feedstock.
- Examining more complex feedstock options and why integration might be the answer.
- Feedstock liberation: alternative energy sources and their practical application in the Middle East.

Glyn Johnson, Director, Middle East and Eastern Europe, **KLINE MANAGEMENT CONSULTING**

Hassan Awad, Senior Officer and Investments Manager, **ARAB POTASH COMPANY**

Mohammad Fatemi, President and Managing Director, **MIDDLE EAST PETROCHEM ENGINEERING AND TECHNOLOGY (MEPET)**

15:30 Coffee break sponsored by :



11:00 Downstream integration: Is this the future of the Middle East petrochemical sector?

- Sipchem phase 3 expansion case study: Construction of ethylene vinyl acetate (EVA), poly vinyl alcohol (PVOH) and poly vinyl acetate (PVA) plants and key challenges faced. Lessons learnt from phase 1 and 2 implementations.
- Case study: The role of refinery and petrochemical integration in diversifying PIC's investments and extending its global reach.
- Strategies and technology for adding downstream products to the cracker.
- Future of downstream and the importance of synergy in the GCC. Lessons learnt from the crisis and how the private sector can survive the downturn. Impact of mega projects in the Gulf on the competitiveness of global producers.

Mehdi Adib, Vice President, **SAUDI INTERNATIONAL PETROCHEMICAL COMPANY (SIPCHEM)**

Yousef Al Ateeqi, Deputy Managing Director, Olefins, **PETROCHEMICAL INDUSTRIES COMPANY (PIC)**

Heinz Zimmermann, Vice President, Business Development, **LINDE ENGINEERING**

Matouq Hasan Jannah, Senior Vice President, Projects, **SAFRA COMPANY LIMITED**

12:30 Lunch

14:00 Asset management and technology optimisation: Sustaining profitable operations through the downturn and beyond

- Using assets as growth platforms and capitalising on new technologies. Case study.
- Combining the collaborative development of business and operations with enabling technologies to improve the rate of capital return on new and existing projects.
- How to maintain market competitiveness by optimising the capital in your projects. Analysis and conclusions from the research of 3000 petrochemical projects worldwide.
- Deploying the latest technology to improve supply chain management and customer relationship management in the polymers business.

Aslam Moola, Business Development Manager, **SHELL CHEMICALS MIDDLE EAST**

William Dennison, Global Director, International Projects, **HONEYWELL PROCESS SOLUTIONS**

Patricia Griffith, Managing Director, **INDEPENDENT PROJECT ANALYSIS (IPA)**

Alan Yeap, Head, Polymers Section, **CJP INTERNATIONAL PTE LTD**

15:30 Coffee break sponsored by :



16:00 Roundtable discussions: Overcoming project finance and knowledge transfer challenges



This session will be devoted to interactive open discussions providing the opportunity for informal information exchange and relationship building.

TABLE 1: Skills and knowledge transfer across international JVs and partnerships – creating and sustaining high performance teams

Roundtable Leader: **Khalid Alagil**, Director, Joint Venture Development, **SAUDI ARAMCO**

TABLE 2: Project finance: Options for attracting and securing investment in the current climate

Roundtable Leader: **Darren Davis**, Managing Director and Head of Resources and Energy Group, MENA, **HSBC BANK MIDDLE EAST LIMITED**

17:30 Closing remarks and end of conference



**GULF PETROCHEMICALS HSE SYMPOSIUM
THURSDAY 15 OCTOBER 2009**

This Symposium will assess best practices, combining the HSE approaches of industry leaders and enable you to refine your existing strategy in the most cost effective and innovative way possible.

08:00 Registration and coffee

09:00 Opening welcome address and business card exchange

09:20 Commercial implications: Driving sustainable development in the Gulf petrochemicals sector

- The integration of sustainability into EH&S policy development and best practice to drive the next generation of EH&S performance.
- Assessing the effect of the economic downturn on the region's approach to HSE innovation and the cost implications and challenges to reach zero incidents.

Daniel Rader, Director of EH&S Safety Expertise Centers, **DOW**

10:20 Coffee break

10:50 Organisational challenges: Practical implementation of Behavioural Based Safety (BBS)

- Changing the way we think and getting rid of bad habits.
- Best practices for BBS implementation in a large organisation – overcoming the cultural and organisational issues and driving company wide uptake.
- Contractor safety: assessing the changing role of contractors in a downturn vs an upturn and the impact of the organisational culture on their safety behaviour.

Teg Matthews, Senior Advisor, **BST SOLUTIONS**

12:20 Lunch

13:50 Case studies: Regional best practices and practical implementation strategies

- Process safety management and its critical role and application in the Gulf petrochemicals sector. Case study: PSM elements, implementation stages, compliance strategies and successes within Sipchem.
- HSE experiences within Qatar Petroleum. Successes and lessons learnt.

Majid Aseeri, Former Process System Management Implementation Leader, **SAUDI INTERNATIONAL PETROCHEMICAL COMPANY (SIPCHEM)**

Senior Representative, **QATAR PETROLEUM**

14:50 Coffee break

15:20 Panel session: Overcoming the barriers to reaching zero incidents

This interactive discussion will address the cultural, organisational, commercial, and process challenges preventing organisations from reaching zero incidents and the optimal ways to overcome them through international examples.

Daniel Rader, Director of EH&S Safety Expertise Centers, **DOW**

Teg Matthews, Senior Advisor, **BST SOLUTIONS**

Majid Aseeri, Former Process System Management Implementation Leader, **SAUDI INTERNATIONAL PETROCHEMICAL COMPANY (SIPCHEM)**

16:20 HSE Leadership award Ceremony

Immediately following the HSE Symposium sessions, The World Refining Association will present their inaugural HSE Leadership and Innovation Award to the petrochemical producer who has contributed to a major industry achievement through their commitment to health, safety and environmental best practices.

16:45 Closing remarks and end of symposium

LINKEDIN NETWORK

 As networking is a key part of Petchem Arabia, we have created a new interactive community for the Gulf petrochemicals community on LinkedIn called MEPNET (Middle East Petrochemicals Network). For more information, email: d.andrews@theenergyexchange.co.uk or visit www.linkedin.com.

PETCHEM ARABIA TESTIMONIALS

"Petchem Arabia provided an excellent opportunity for regional networking within the petrochemical sector of the Middle East."

Ibrahim Al Fawaz, General Manager Corporate Development, **SASREF**

"Petchem Arabia again confirmed its high value for anyone involved in the development of the petrochemical industry in the Middle East."

Oliver Gawad, General Manager, **STRATLEY**

"Petchem Arabia provided the opportunity to share ideas to deal with common challenges."

Fawaz Al Shehab, Reliability and Integrity Leader, **EQUATE**

"The Petchem Arabia programme was well organised and the topics were refreshing and industry led."

Martin Cosfeld, Senior Process Engineer, **UHDE**

COMPANIES THAT HAVE PREVIOUSLY ATTENDED INCLUDE:

- ABB • ABU DHABI BASIC INDUSTRIES CORPORATION (ADBIC) • ABU DHABI NATIONAL OIL COMPANY (ADNOC) • ABU DHABI OIL REFINING COMPANY (TAKREER) • ABU DHABI POLYMERS COMPANY (BOROUGE) • AIR LIQUIDE • AL RAJHI PETROCHEMICAL GROUP • ALUJAIN CORPORATION • ARAB BANKING CORPORATION • AXENS • BASF • BNP PARIBAS • BOREALIS • BRASKEM • CHINA PETROLEUM AND CHEMICAL CORPORATION (SINOPEC) • DANAGAS • DOW CHEMICAL • DUBAI MULTI COMMODITIES CENTRE • DUPONT • EGYPTIAN PROPYLENE AND POLYPROPYLENE COMPANY • EQUATE PETROCHEMICAL COMPANY • EXXONMOBIL CHEMICAL • FLUOR • FOSTER WHEELER • GASCITIES • GENERAL COMPANY FOR CHEMICAL INDUSTRIES • GRACE • GULF INVESTMENT CORPORATION • GULF ORGANIZATION FOR INDUSTRIAL CONSULTING (GOIC) • GULF PETROCHEMICAL INDUSTRIES COMPANY (GPIC) • HUNTSMAN CORPORATION • IDEMITSU KOSAN • IRAN PETROCHEMICAL COMMERCIAL COMPANY • JACOBS CONSULTANCY • JP MORGAN • KBC ADVANCED TECHNOLOGIES • KEMAPCO ARAB FERTILIZERS & CHEMICALS INDUSTRIES • LINDE • LYONDELLBASELL • MA'ADEN PHOSPHATE COMPANY • NATIONAL INDUSTRIALIZATION COMPANY (TASNEE) • NATIONAL PETROCHEMICAL INDUSTRIAL COMPANY (NATPET) • NESTE JACOBS • NESTE OIL • ORIENTAL PETROCHEMICALS COMPANY (OPC) • OSOS PETROCHEMICALS • PETKIM PETROKIMYA HOLDING • PETROBANGLA • PETROCHEMICAL INDUSTRIES COMPANY (PIC) • PETRORABIGH • PUNJ LLOYD • QATAR PETROLEUM • QATAR PETROCHEMICAL COMPANY (QAPCO) • RELIANCE INDUSTRIES LIMITED • RUWAIIS FERTILIZER INDUSTRIES (FERTIL) • SABIC • SABIC UK PETROCHEMICALS • SAFRA • SAHARA PETROCHEMICAL COMPANY • SAMSUNG TOTAL PETROCHEMICALS • SANYO PETROCHEMICALS • SAUDI ARAMCO • SHELL CHEMICALS • SHELL GLOBAL SOLUTIONS • SIDI KERIER PETROCHEMICALS COMPANY (SIDPEC) • SIEMENS • SIMON CARVES • SAUDI INTERNATIONAL PETROCHEMICAL COMPANY (SIPCHEM) • SÜD-CHEMIE • TECHNIP • TECNIMONT • TOTAL • UHDE • UNIPETROL • WORLEYPARSONS • XENEL • YANBU NATIONAL PETROCHEMICAL COMPANY • YEMEN OIL REFINING COMPANY • ZAMIL GROUP



World Refining Association

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Why you should attend Petchem Arabia



Petchem Arabia 2009 will provide you with the competitive insight and new contacts which will enable you to drive your business forward. By bringing together over 200 highly targeted stakeholders in the Gulf petrochemicals sector, you will have the perfect

opportunity to learn how to make integration work for you, how additional capacity developments in the sector will affect your business, strategies to attract and secure project finance, and ways to optimise your existing assets as growth platforms.

With first hand insight into the region's biggest projects, forecasts from renowned industry experts, and unparalleled networking opportunities with the most influential decision makers, this really is the only Gulf petrochemicals conference you need to attend!

SPONSORSHIP OPPORTUNITIES

In today's competitive landscape, attracting new business in the Gulf petrochemicals and refining sector, impressing your clients and maintaining your business relationships is becoming more competitive, costly and time consuming.

Whether you are looking to promote your thought leadership, technological developments or position in the market, tailor-made sponsorship packages are available to help you meet your business needs.



Designed to provide your organisation with a platform to raise your corporate profile and attract new business with a highly targeted campaign, our custom packages will enable you to elevate your status in the market. What's more, the social networking opportunities during the event will further enable you to attract and impress potential clients who can substantially increase your revenue streams.

Take this opportunity to join our corporate sponsors and place your solutions directly in front of your target market!

Limited opportunities available

To discuss your sponsorship requirements, please contact:

Dominica Andrews
Conference Manager, Middle East Operations
Tel: +44 (0)207 067 1800 / Fax: +44 (0)207 430 0552
Email: d.andrews@theenergyexchange.co.uk

WHAT YOU CAN EXPECT

Business card exchange: Prior to the workshop, conference and symposium, attendees are given an opportunity to formally meet and greet other petrochemicals leaders, decision makers and experts. Invaluable relationships are forged that can be fostered throughout the event and lead to new partnerships worth millions of dollars.

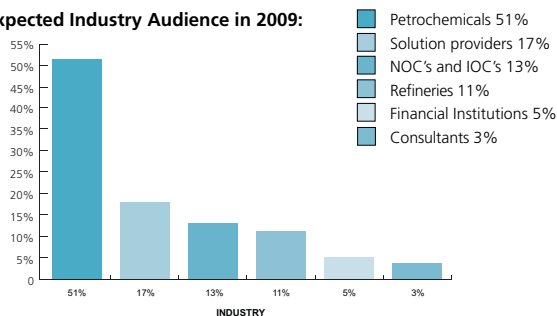
Industry led agenda: With the input of our inaugural Advisory Board, the agenda has been developed in conjunction with the industry for the industry, meaning that we only address the issues directly impacting your business.

Case studies: Executives leading multi billion dollar projects share their successes and challenges, enabling you to learn from their experiences and refine your existing strategies.

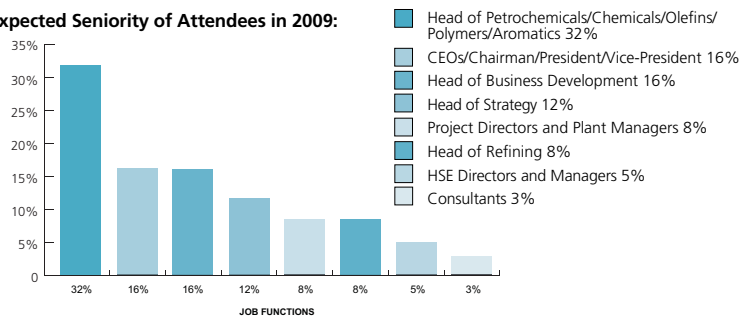
Interactive discussions: Roundtable discussions enable you to sit with industry leaders and experts and engage in in-depth analyses of specific challenges which are critical to your success.

EXPECTED AUDIENCE PARTICIPATION

Expected Industry Audience in 2009:



Expected Seniority of Attendees in 2009:



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